



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

17/ Paul
And
PD
11/13/03

In re application of:

Applicant : Thomas J. Perkowski
Serial No. : 09/483,105
Filing : January 14, 2000
Title of Invention : INTERNET-BASED METHOD OF AND SYSTEM FOR
MANAGING AND SERVING CONSUMER PRODUCT
ADVERTISEMENTS TO CONSUMERS IN RETAIL STORES
Examiner : Matthew Gart
Group Art Unit : 3625
Attorney Docket : 100-033USA000

Honorable Commissioner of Patents
and Trademarks
Washington, DC 20231

PRELIMINARY AMENDMENT

Sir:

Prior to examination of the above-referenced Application, Applicant submits the following amendments to the same:

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AMENDMENT TO THE CLAIMS:

Applicant wishes to elect Invention "C" comprising Claim 39, as set forth in the Office Action mailed September 16, 2002. Please cancel pending claims 1-4 and 13-38 and reinstate Claim 39 as follows:

39. A retail-based system for installation in retail store comprising:
a subsystem of shelves for supporting one or more UPN-encoded products; and
a plurality of Web-enabled bar code symbol driven kiosks mounted relative to said subsystem of shelves, for reading UPN-encoded symbols on said UPN-encoded products and automatically linking to a plurality of URLs pointing to one or more Web-based documents on the WWW linked to the read UPN by the manufacturer of the product and/or agents thereof using a manufacturer-operated client computer subsystem connected to the infrastructure of the Internet and having electronic data interchange capabilities.

REQUIREMENT UNDER 37 C.F.R. 1.121

As required under 37 C.F.R. 1.121, and pursuant to the present Amendment, a clean set of pending Claims 39 is set forth below.

40. A retail-based system for installation in retail store comprising:

a subsystem of shelves for supporting one or more UPN-encoded products; and

101 a plurality of Web-enabled bar code symbol driven kiosks mounted relative to said subsystem of shelves, for reading UPN-encoded symbols on said UPN-encoded products and automatically linking to a plurality of URLs pointing to one or more Web-based documents on the WWW linked to the read UPN by the manufacturer of the product and/or agents thereof using a manufacturer-operated client computer subsystem connected to the infrastructure of the Internet and having electronic data interchange capabilities.


REMARKS

Applicant thanks the Patent Office for the careful attention accorded this application and respectfully requests reconsideration in view of the Amendment above and remarks set forth below.

Favorable action is earnestly solicited.

Respectfully submitted,

Dated: July 29, 2003


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